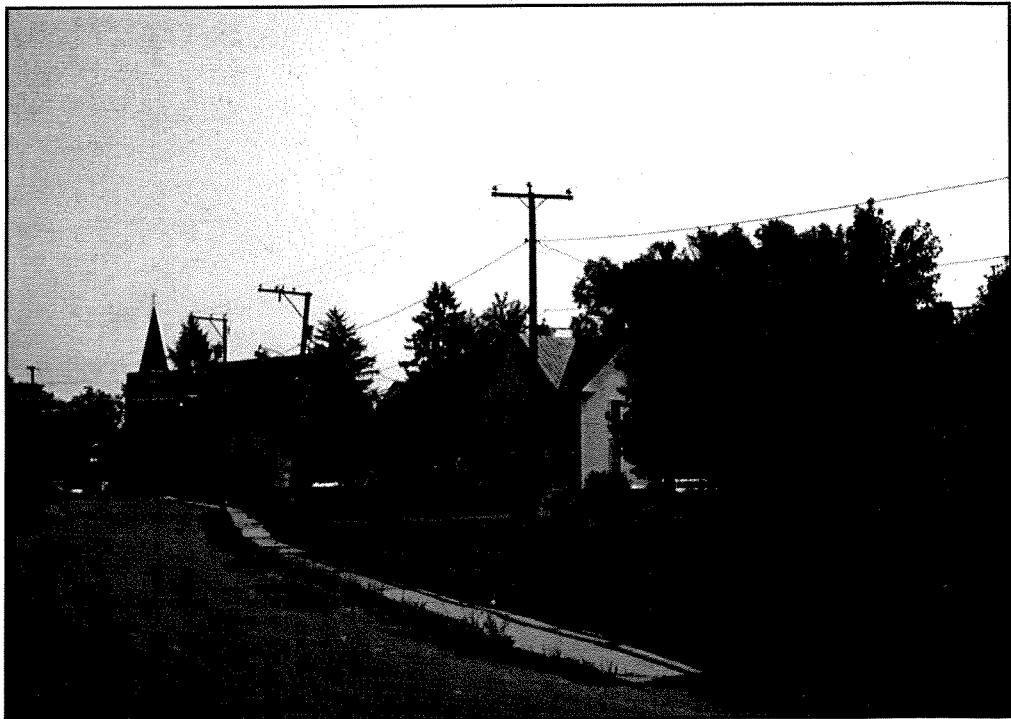
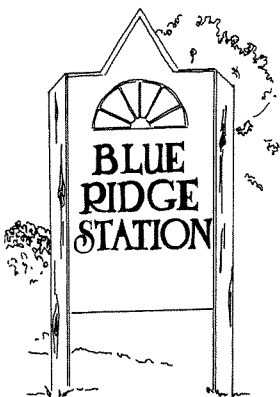

CHAPTER 4

Land Use & Community Design Policies



The County and the Town have expressed their commitment to a balanced growth pattern of residential, business, and industrial uses as a means of maintaining a high quality and affordable lifestyle for residents. However, specific decisions about what mix of land uses is appropriate in the Purcellville UGA must be evaluated based on the unique features of the Purcellville area. In determining land uses, the PUGAMP policies seek to address how residents want their community to look and function, the taxes they want to pay, and the type of amenities they wish to have available to them. The policies also consider features that make the community attractive for economic development such as the Route 7 Bypass, the central location of the Town relative to Dulles Airport and the Inland Port at Front Royal. Both the specific land uses planned for the area and the proposed development pattern will influence decisions of potential residents, developers, investors and economic prospects and, ultimately, the long term success of the community.



A. Agriculture

Throughout its history, the Purcellville area has generally been an active agricultural community where good farmland (see Figure 6, p. 25) has supported a large agricultural employment base. Agriculture remains the predominant land use in the area today. However, intensified development pressure and rising land values in the 1980s, coupled with declining agricultural commodity prices and an aging farm population, has made the sale and/or subdivision of farmland an increasingly attractive alternative for many farmers. Within the Purcellville UGA it is impossible to anticipate with certainty which, if any, farms currently in operation will remain in long-term agricultural production. Although the ultimate development plan for the Purcellville UGA supports suburban/urban development, the County and Town support the continuation of agricultural uses in the UGA as long as farmers wish to continue farming.

Agricultural Land Use Policies

1. The County and Town support the continuation of agricultural uses in the Urban Growth Area as long as local farmers wish to continue farming; however, the Town and County will permit the conversion of farmland to residential and employment uses as envisioned in this plan.
2. The County and Town will support the continuation of existing agricultural programs (such as Agricultural Districts, Land Use Taxation, etc.) in the UGA as long as there are active farms in the UGA or until such time as landowners initiate the development approval process.

B. Affordable Housing

Relatively affordable housing and diversity of housing were mentioned as strengths of the Purcellville area during public workshops. However, concerns about maintaining housing affordability for young families and retirees in the future led to the adoption of a specific plan goal of providing a variety of housing options for people of all ages and incomes.

Until recently, affordable housing issues have been addressed primarily at the County level since the Town did not have State enabling legislation to adopt an affordable dwelling unit ordinance until the Spring of 1994. Various Board-appointed committees have studied affordable housing issues for the past few years. A precursor to the Affordable Housing Advisory Committee (AHAC) was the County's Housing Task Force and a predecessor of AHAC was the Affordable Dwelling Unit Committee (ADUC). Each successive committee has fulfilled a mission related to the provision of a variety of housing opportunities to the County's citizenry.

Purcellville Urban Growth Area Management Plan

Agricultural Suitability

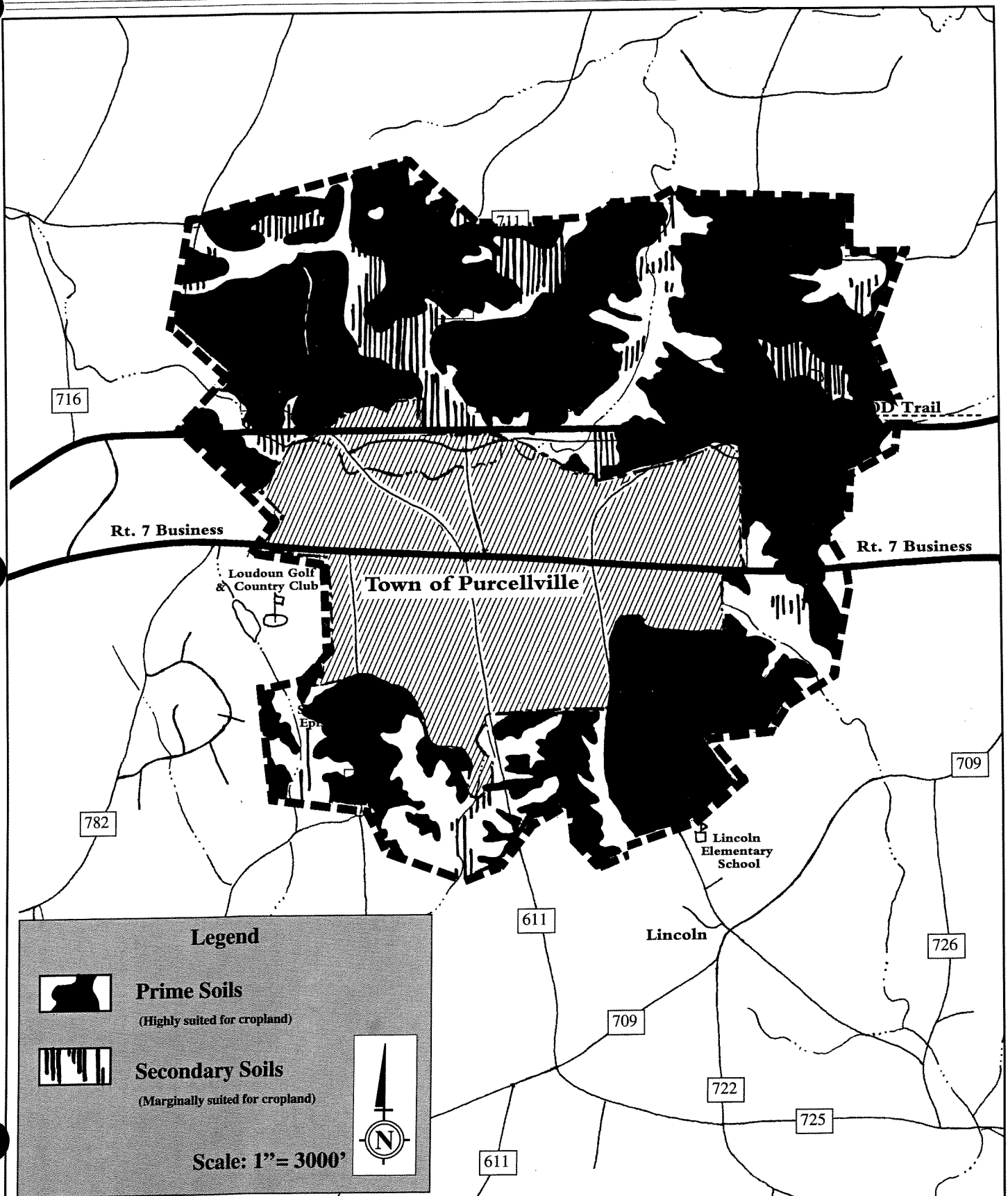


Figure 6.

Each committee has accomplished a crucial step in defining evolving County housing policies and in defining the programs for implementing them.

With the adoption of the General Plan, the Board of Supervisors instituted a comprehensive set of housing policies with the fundamental purposes of encouraging the production of a broad mix of housing types and allowing higher densities in order to generate a variety of housing prices. Specific affordable housing policies call for mandating a certain proportion of housing in new residential development to be offered within a specified price range. The County intends to supply housing to the part of the housing market which has been determined to be undersupplied.

The **General Plan** includes a definition for affordable housing which is also used in this plan. Affordable housing in Loudoun County means "fulfilling the housing needs of County residents with incomes ranging from 30% to 70% of the County median household income." Within this range, it is generally accepted that rental units will house people earning 30% to 50% of the County's median income and that residents earning 50+% to 70% of the County's median income should be able to afford to purchase housing. The recently adopted Zoning Ordinance requires the provision of a percentage of all housing produced to fall within the affordable price range. The regulation, known as the Affordable Dwelling Unit (ADU) Ordinance, applies County-wide for all new residential developments proposing more than 50 units.

Based on 1993 income data for the Metropolitan Statistical Area including Loudoun County, median family income was \$60,600. Using this median income, the County is seeking to make for sale units available to families earning between \$30,300 and \$42,200 a year. For sale housing unit purchase prices meeting the definition of affordable would range from approximately \$75,705 to \$106,050. The target family income range for affordable rental units is \$18,180 to \$30,299 per year. Monthly rents for rental units meeting the County's definition of affordable would range from approximately \$409 to \$682 per month including utilities. Based on 1990 Census data on income and housing values, 19% of housing in the Town of Purcellville would meet the General Plan definition of affordable. Using Census data on rental units, all rental units in the Town meet the definition of affordable rental units.

The only residential rezoning that has been approved in the Purcellville UGA to date is Autumn Hill, an affordable housing demonstration project (See Figure 7, p. 28). The Autumn Hill rezoning was approved by the County in 1991 with input from the Town. The proposal was selected from a County sponsored competition in 1990. Autumn Hill was approved for 492 quadraplex townhouse units, 123 of which are designated affordable units. These units will be for sale units targeted for purchase by residents whose income falls within 50% to 70% of the County's median income. Through proffer agreements between the County and the developer, thirty percent of these affordable units will be reserved and offered in a lottery to residents of the Town, descendants of Town residents, and individuals who

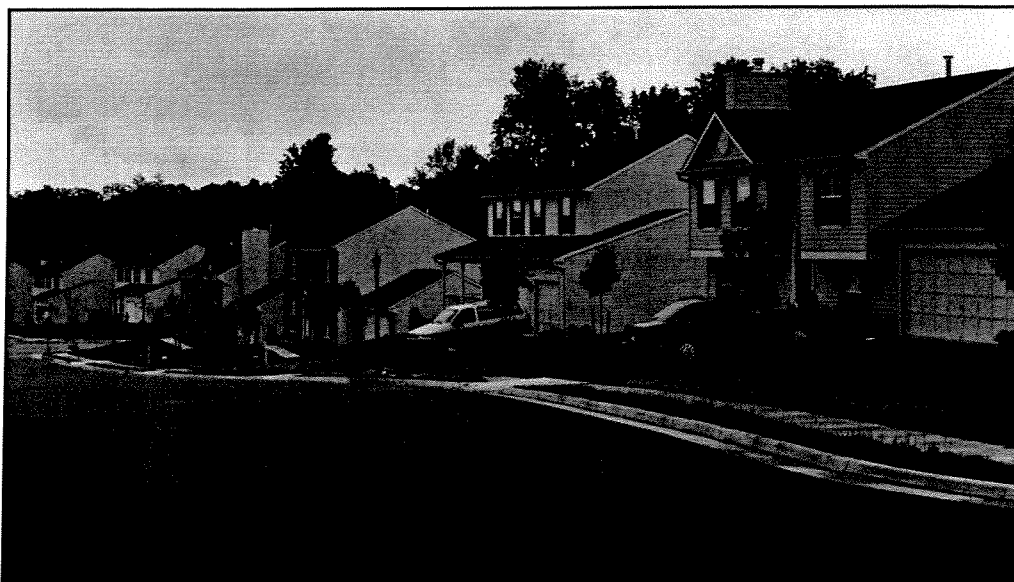
work in the Town. The remaining 70% of the affordable units will be offered via lottery to County residents, descendants of County residents or individuals who work in the County.

This project has not developed as originally conceived and the original developers no longer have control of the property. Different interests now are seeking control of the property and have indicated a desire to implement the plan as approved. Notwithstanding the desire of the present interests to develop the property as approved, the project developers are encouraged to review the proposal and consider other options including a planned housing mix of single family, townhouse, quadruplex or patio homes with a view to achieving the objectives of affordable housing in accordance with the Town's or County's Affordable Dwelling Unit Ordinance whichever is applicable.

The plan seeks to encourage a commitment to affordable housing by recommending that the Town adopt the County's Affordable Dwelling Unit Ordinance for application in the UGA.

Affordable Housing Policies

1. The County and Town encourage the maintenance, conservation, and improvement of existing housing stock in a manner supporting social and economic diversity within the community.
2. The Town and County will apply the County's Affordable Dwelling Unit Ordinance in the UGA until the Town adopts its own ordinance.



Houses meeting the County's affordable dwelling unit guidelines are successfully blended with market rate units in the Belmont Ridge Community in Eastern Loudoun.

Purcellville Urban Growth Area Management Plan

Existing Zoning

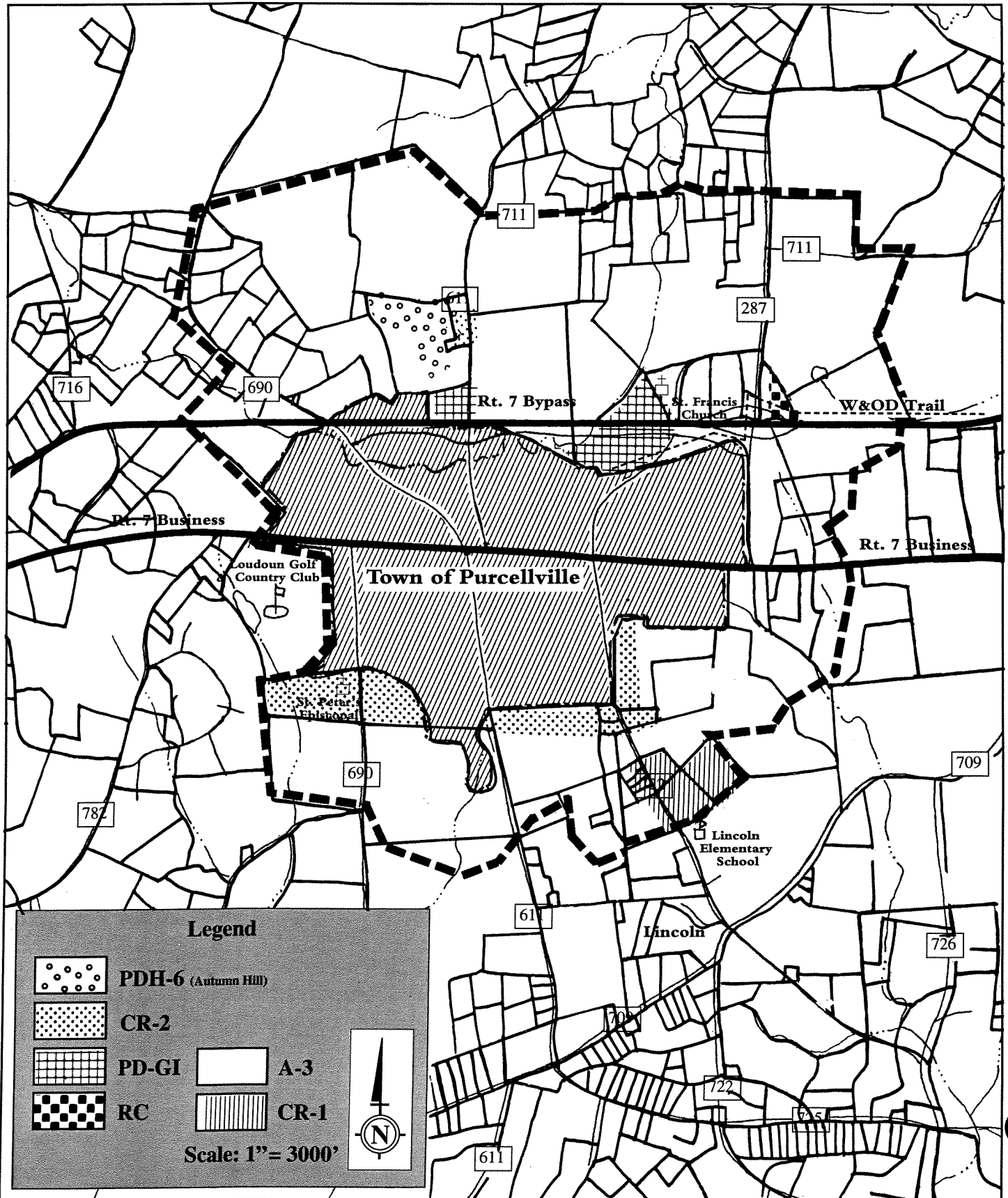


Figure 7.

C. General Land Use

The potential for new development in an existing community generally creates some level of anxiety and stress since opinions usually vary widely on whether change is good or bad. Views are influenced by how long a person has lived in a community, whether his or her livelihood is tied directly to the community or tied to a larger metropolitan area, whether the person was born in the community or moved there (and why), and other personal values and beliefs. In Purcellville, where residents hold a variety of beliefs about whether growth is good or bad and whether new development will improve or reduce quality of life, it will be very difficult, if not impossible, for a land use plan to address all of the social aspects and acceptability of change or growth. The plan can however, focus on minimizing the negative effects of change and growth on the existing Town from a land use standpoint.

The Purcellville plan calls for a mix of residential and non-residential land uses in the UGA to provide an economically and fiscally balanced land use strategy. Uses that generate high fiscal costs, such as residential development, must be balanced by uses that generate a positive revenue stream, such as employment uses. The land use policies are also based on compatibility in terms of appearance, scale, traffic generation, and other factors.

The land use policies of this plan take these planning considerations into account and seek to address concerns voiced at the community workshops. Citizens at the community workshops expressed the belief that the Purcellville area needs a more balanced and viable tax base and more opportunities for economic development. Some participants expressed fears about Purcellville becoming a bedroom community. Many residents expressed support for encouraging a mix of residential and business uses in and around Purcellville.

Although the plan sets forward a general development pattern and land use strategy for the planning area, actual development will depend upon a variety of factors such as, the regional and national economy, decisions of individual landowners, and market supply and demand, that the Town and County cannot control. The ultimate land use plan will also depend on the provision of central sewer and water services, subject to a jointly approved sewer and water master plan. Therefore, the plan includes an interim land use map to provide guidance for land use decisions and applications until such a sewer and water master plan is completed and endorsed by the Town and the County. The Town and the County have made an effort, assuming sewer and water facilities are available, to evaluate the development potential of the UGA over the next 20 years. The results of this effort suggest that the Town and UGA may grow to include 4,028 to 10,083 residents over the next 20 years using annual growth rates ranging from 3% to 7% annually (Appendix D). Although no plan can predict exactly how slowly or quickly development will occur, the Town and the County can seek to influence the decision making process by providing a reasonable plan that seeks balanced development.

General Land Use Policies

1. The County and Town will encourage a mix of residential and employment uses in the UGA to promote a balanced tax base, provide jobs and offer a variety of housing opportunities in the Purcellville area.
2. Once a sewer and water master plan for the UGA is endorsed, rezoning and special exception proposals in the Purcellville UGA shall generally conform with the Ultimate Land Use Map (Figure 8, p. 33) and the land use policies of this plan. Following completion of the sewer and water master plan, development phasing will be recommended and revised densities may be recommended for the UGA in accordance with the findings of the study (See Phasing Policies, Chapter 7, p. 58). Until such a plan is complete and endorsed and ultimate densities have been determined, land use proposals shall conform to the Interim Land Use Map (Figure 9, p.34).
3. The existing Town of Purcellville will be the focal point for development in the UGA and surrounding areas. Therefore, the Town and County will encourage new communities to develop connections to existing roads, sidewalks, and trails leading to Town. The County and Town will also encourage the use of traditional design concepts in new developments to complement and enhance the existing town development pattern and foster a common sense of place throughout the Town and UGA (see community design policy # 10, p. 37).
4. Rural Hamlets (as per the Loudoun County Zoning Ordinance) will be the preferred A-3 and CR-1 development option in the Purcellville UGA for properties developing under existing A-3 zoning, particularly at the edge of the UGA, where open space associated with hamlet developments will aid in establishing a greenbelt. (See also Sewer and Water Policy #3, p. 45, and Greenbelt Policy #6, p. 22).
5. Rezoning to the County's PD-RV (Planned Development - Rural Village) zoning district will not be permitted within the Purcellville UGA.

D. Residential Development

The County's growth strategy encourages compact development in and around its existing towns to encourage wise land use and efficient service delivery. If new residential development densities are too high, however, development may differ substantially from the existing community and generate service demands beyond what is affordable. If proposed densities

are too low, land will be used inefficiently and may result in pressure to allow increased development density in rural areas or to expand the UGA to accommodate demand.

Loudoun County and the Town are part of a larger metropolitan economy and market. To some extent, demand for housing in the Purcellville UGA will be influenced by the type and cost of housing available elsewhere in the County and the region. People may be more willing to commute longer distances in exchange for relatively more affordable housing or a larger lot. Densities far exceeding those supported by current market trends probably would not be marketable in the Purcellville UGA since people generally perceive the area as rural. However, residential densities that are slightly higher than what currently exists in the Town may be marketable if the community is carefully designed to reflect the character and traditional development pattern of the Town. Higher density development may not necessarily look different than existing densities in the Town.

Densities in existing older residential communities in the Town of Purcellville currently range from as low as 1.7 units to the acre along Country Club Drive to approximately 2.5 units to the acre in traditional older neighborhoods nearer downtown. The newly developed Kingsbridge community is approved for an overall density of approximately 3.0 units to the acre. Main Street Villages, a townhouse community, is developing at 8.0 units to the acre. The Town's Zoning Ordinance allows townhouse developments at a density of up to 8 units to the acre and apartments at up to 15 units to the acre.

New residential development in the County generally ranges from approximately 3.4 to 3.6 dwelling units to the acre on average. Ashburn Farm is developing at 3.6 units to the acre and Ashburn Village is developing at 4.0 units to the acre. Both of these communities offer a variety of housing types including single family detached, townhouses and apartments. The Autumn Hill affordable housing demonstration project located in the Purcellville UGA, but yet to be developed, was approved for a residential development density of 10 units to the acre. Obviously, as residential densities increase, the unit mix includes greater numbers of townhouse or apartment units. Lower densities will generate a residential mix weighted toward single family units.

The residential policies that follow provide a range of development densities designed to provide flexibility and encourage a variety of unit types in the UGA. The policies recommend that densities above 1.6 units to the acre include commitments to open space or to assist in offsetting capital facility costs. Densities above 3.0 units to the acre (permitted only in designated areas) must include commitments offsetting capital facility costs as well as commitments to preserve more open space.

Sometimes, concerns about growth and development are exacerbated by concerns about what new development will look like. The Town of Purcellville offers an excellent example of traditional community development in Loudoun County. The Town offers a mix of uses, an obvious

and identifiable main street, a walkable downtown and a distinct sense of identity and enclosure. Although it is not possible for development in the UGA to replicate the Town, new development in the UGA can build on traditional town design principles to create distinct communities that are more pedestrian friendly and community oriented than most typical suburban developments. Therefore the plan's residential policies also focus on encouraging new development that is compatible with the existing Town by encouraging traditionally designed communities that include features that are found in the Town today: sidewalks, shallow front yards, a grid street pattern, civic buildings as community focal points, parks, etc. The policies also recommend that new communities occur as logical extensions of the existing Town where possible.

Development Policies and Design Guidelines

1. The County and Town anticipate that all new communities will be designed with appropriate public facilities and utilities such as adequate roads and utilities, recreational facilities, open space and stormwater management facilities.
2. To encourage a variety of housing types and well designed communities in the UGA, the County and Town will encourage residential development in the UGA to be developed under the planned unit or cluster development districts of the Town's Zoning Ordinance or County Zoning Ordinance, whichever is applicable.
3. The existing neighborhood located in the northwest corner of the UGA, known as the Fenton Division or old Pancoast Farm, is designated on the Ultimate Land Use Map as an existing very low density residential community. Higher density residential development is not anticipated in this area during the time frame of this plan because restrictive covenants preclude further subdivision.
4. The County and Town will consider residential rezonings in the UGA in areas designated for residential use as illustrated in this plan (see Figure 8, p. 33). Ultimate residential development densities may range from 1 to 3.0 (inclusive of density bonuses for affordable units) units per net acre (density is calculated excluding major floodplain, steep slopes and non-residential areas) in low density development areas, and between 3.0 and 10 units per net acre (inclusive of density bonuses for affordable units) in areas designated for moderate density development when a sewer and water master plan for the UGA has been completed and endorsed.
5. Requests for residential rezonings for development ranging from 1 unit per net acre up to and including 3.0 (inclusive of density bonuses

Purcellville Urban Growth Area Management Plan Ultimate Land Use Map

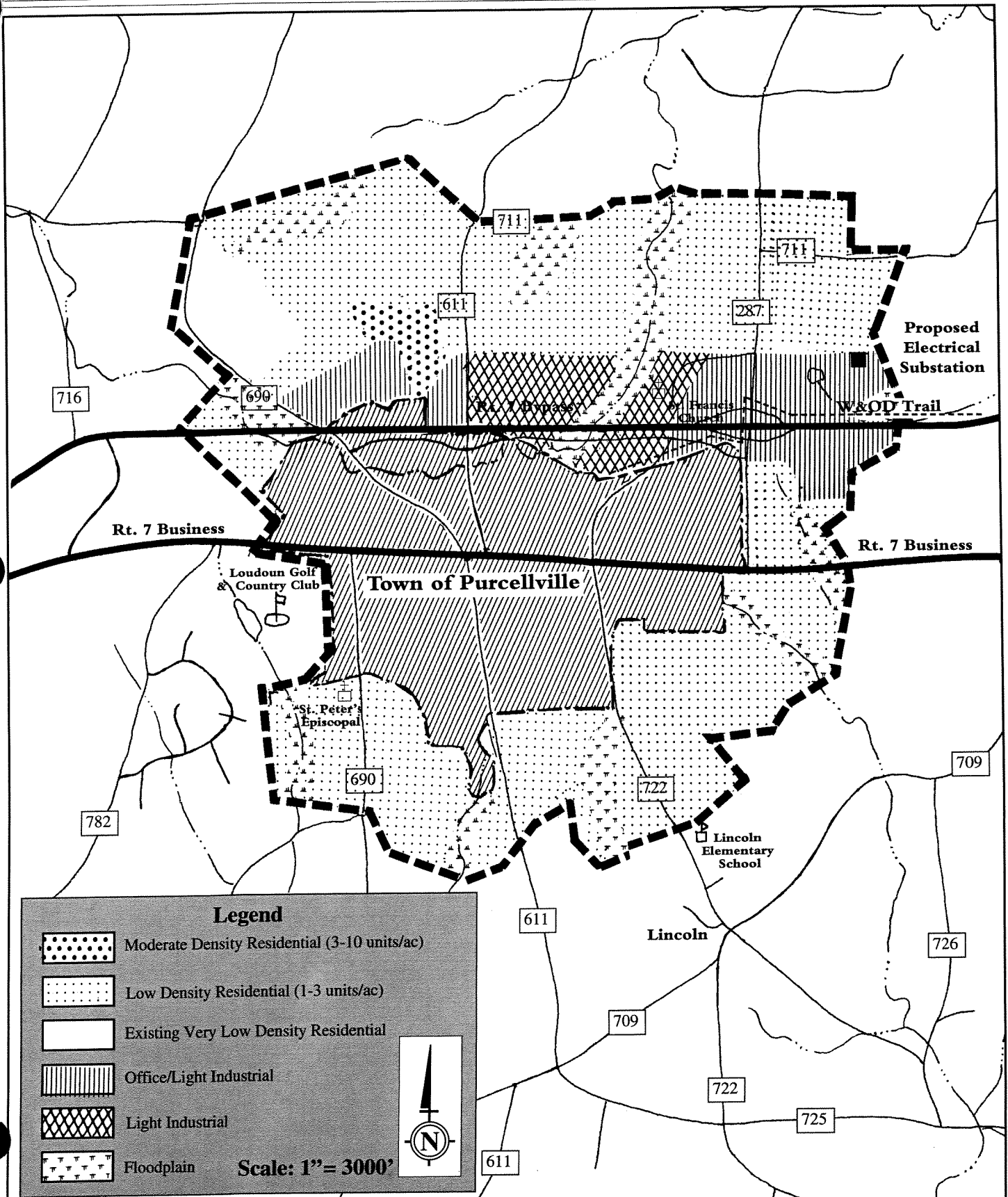


Figure 8.

Purcellville Urban Growth Area Management Plan Interim Land Use Map

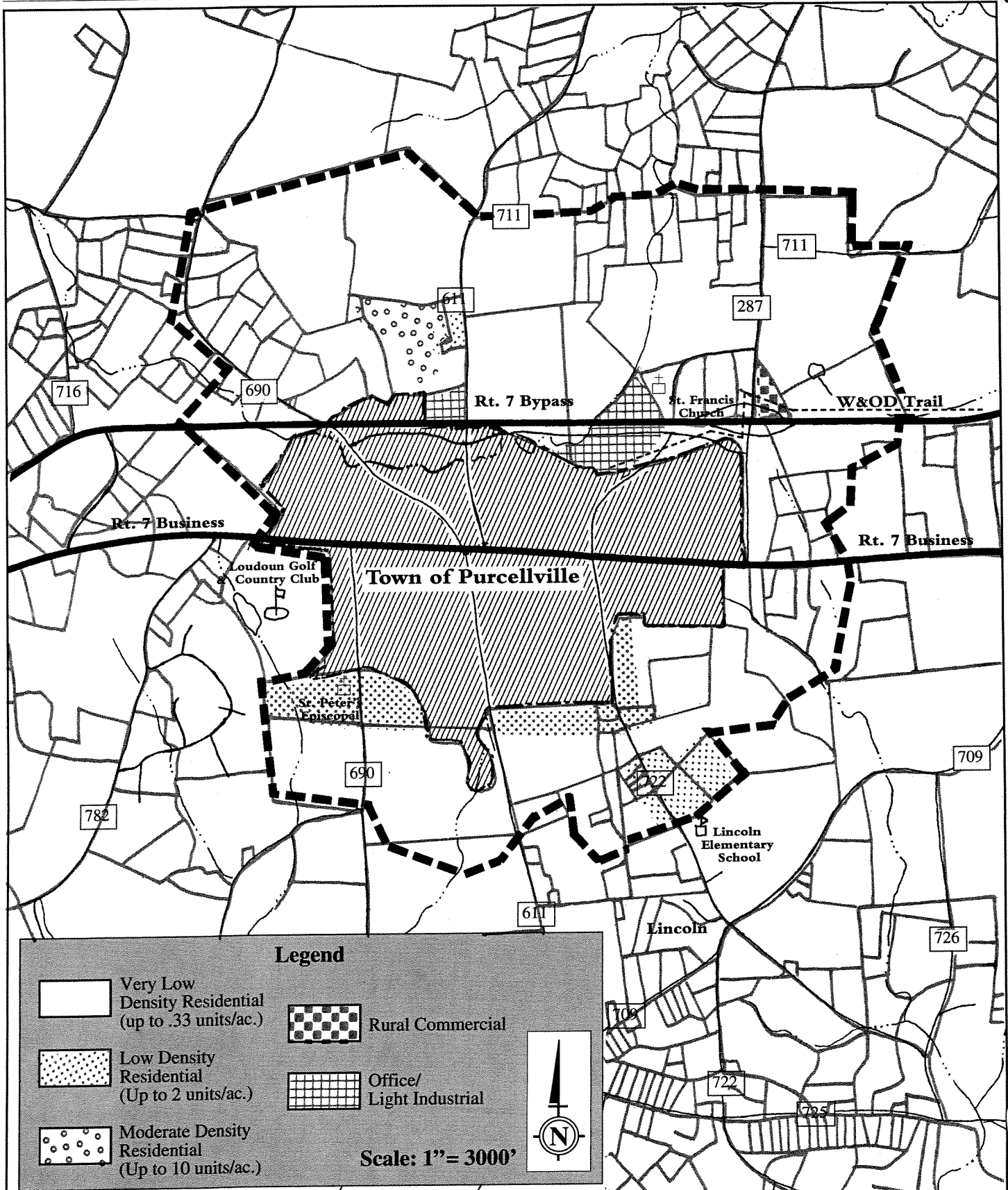


Figure 9.

for affordable units) units per net acre will be evaluated in accordance with the following criteria:

- a. Public utilities are available to the site or utility extensions are planned and financed by the developer or another entity in accordance with an approved sewer and water master plan;
 - b. The development proposal includes facilities designed to meet neighborhood needs such as sidewalks, tot lots, stormwater management facilities and adequate local roads;
 - c. The development exemplifies traditional community design features that complement and enhance the existing Town (see also policy #10, p. 37);
 - d. The development proposal demonstrates a commitment to assist in offsetting capital facilities and/or demonstrates a commitment to participation in an open space program in accordance with the proffer guidelines of this plan for densities ranging from 1.6 dwelling units per net acre up to and including 3.0 (inclusive of density bonuses for affordable units) dwelling units per net acre (see proffer guidelines p. 59);
 - e. Roads serving the development can handle increased traffic volumes and/or the developer assists in offsetting traffic impacts attributable to the development (see transportation proffer guidelines, p. 66);
 - f. A minimum of 30% of the development must be designated for open space and/or civic uses.
6. Requests for residential rezonings for development ranging from 3.0 to 10 (inclusive of density bonuses for affordable units) units per net acre will be evaluated in accordance with the following criteria:
- a. Public utilities are available to the site or utility extensions are planned and financed by the developer or another entity in accordance with an approved sewer and water master plan;
 - b. The development proposal includes facilities designed to meet neighborhood needs such as sidewalks, tot lots, stormwater management facilities and adequate local roads;
 - c. The development exemplifies traditional community design features that complement and enhance the existing Town (See also policy #10, p. 37).

-
- d. The development proposal demonstrates a commitment to assist in offsetting capital facilities impacts attributable to the development for densities above 1.6 dwelling units per net acre up to and including 10 (inclusive of density bonuses for affordable units) dwelling units per net acre and/or demonstrates a commitment to participate in an open space program in accordance with the proffer guidelines of this plan (see proffer guidelines, p. 59);
 - e. Roads serving the development can handle increased traffic volumes and/or the developer assists in offsetting traffic impacts attributable to the development (see proffer guidelines, p. 66);
 - f. A minimum of 30% of the development must be designated for open space and/or civic uses.
7. The Purcellville UGA may accommodate up to three neighborhood commercial centers. The centers should be located as follows: on Route 611, north of the Route 7 Bypass and South of Route 711; in the southwest quadrant of the UGA along the proposed southern circumferential road; on the proposed north collector road, above the Route 7 Bypass, west of Route 287. The neighborhood centers will be designed to meet the following criteria:
- a. The center must be developed as a focal point of a residential development proposal exceeding 100 acres in size;
 - b. The center should not exceed 10,000 square feet of gross leasable area;
 - c. The neighborhood center should not be located within 4000 feet of another commercial center;
 - d. The center may include small scale local retail uses intended to serve the adjoining neighborhood such as personal service establishments (bank, drycleaner, doctor's office and similar uses) and convenience retail uses (convenience store, gas station). Fast food establishments with drive-thrus will not be permitted;
 - e. The center will be located within, rather than at the edge of the residential community and should offer convenient access for pedestrians as well as cars;
 - f. The center should be designed to act as a neighborhood

focal point and, where appropriate and feasible, be located near local civic uses such as parks, greens, schools, recreational facilities, etc.;

- g. The site should be designed to minimize the effect of parking, signs, lighting, waste storage, and loading on surrounding areas;
 - h. To emphasize the neighborhood center as a community focal point it should be small and compact and designed to complement the surrounding residential uses. Parking should be located behind or beside buildings; landscaping, sidewalks and other amenities should be used to create a pedestrian friendly streetscape; and buildings should feature a coordinated architectural scheme.
8. Residential communities may include compatible civic uses such as churches, schools, community centers, elementary schools, libraries or similarly scaled uses. The following locational criteria are recommended:
- a. Civic uses should be located to function as a focal point for the community;
 - b. Where possible, such uses should be located near a neighborhood retail center;
 - c. Uses that are designed to serve a regional population (such as a middle school or high school) should have access to a collector road or arterial);
 - d. The site should be designed to minimize the effect of parking, signs, lighting, waste storage, and loading on surrounding areas.
9. New residential developments in the UGA should develop as a series of distinct compact neighborhoods to create a strong sense of community among residents. Where possible, these neighborhoods should occur as rational and convenient extensions from the existing Town. Roads, sidewalks, and trails will link new communities in the UGA to public facilities and commercial centers in the Town and other communities to foster a sense of community and belonging. (See also Existing Neighborhood policies, p. 38).
10. Traditional Residential Community design shall be the preferred development pattern in the UGA and may be exhibited through (See also - Chapter 8 of the Loudoun County *General Plan*):

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- a. Numerous connections to existing streets in Town where an existing rectilinear street pattern is evident and connection is possible;
 - b. An interconnected street network with minimum cul-de-sacs and P-loop streets only as required for environmental or engineering reasons;
 - c. A rectilinear block (modified only where needed to address environmental constraints) pattern with compact lots, shallow front and side yard setbacks and convenient, walkable block sizes;
 - d. Sidewalks along all streets, providing pedestrian access to the Town and/or Neighborhood Center, public buildings, parks and other destinations;
 - e. A compatible mix of a variety of housing types and civic uses such as churches and schools;
 - f. A hierarchy of parks, squares or greens and natural open spaces throughout the development;
 - g. A central public focal point consisting of any, all or a combination of park (village green), public facility such as a church or community center or neighborhood commercial uses as described on p. 36.

E. Existing Neighborhoods

Many of Purcellville's existing neighborhoods embody the qualities that the Town and County are seeking to create in new communities. In planning for new development, however, concerns of existing residents must be considered and development plans must be coordinated to assure that new development is compatible in character and scale with existing development. The plan encourages linking new and old communities where such linkages can occur as natural extensions that benefit new and old residents.

Existing Neighborhood Policies

1. The County and Town will encourage single family detached residential development along each side of Route 722 south of the Town of Purcellville in the UGA, in keeping with the existing development pattern and rural road character leading to the historic Village of Lincoln.

-
2. New development adjacent to existing, individual dwellings, farms or businesses shall provide on-site features and/or transition areas to minimize the impact of new uses on existing uses and to enhance and protect the character of existing uses.
 3. Developers of new projects will discuss development plans and plans for transition areas with adjacent landowners and residents. This policy will be implemented through joint meetings of the developer with property owners, residents and Town and County officials prior to, and if needed during, the formal land development application review process.

F. Non-Residential Development

The Purcellville UGA provides unique opportunities for non-residential development. Centrally located between Dulles Airport and the Inland Port at Front Royal, Purcellville may be an attractive location for regional distribution or light manufacturing. The Town could also expand its traditional role of providing agricultural businesses and services to the surrounding rural hinterland. Attracting appropriate non-residential uses to the UGA is important since they will provide employment opportunities for residents, improve financial stability and help balance the fiscal demands associated with residential development.

Non-residential development presents a greater design challenge than residential development for the Purcellville area because there are few large scale non-residential (light industrial or office) prototypes in the Town. Most of the traditional employment areas in the old downtown developed when a railroad served the Town of Purcellville. The plan policies encourage new non-residential development to occur in unified office or industrial parks (like Valley Industrial Park) rather than on individual parcels. The designated non-residential areas are sited to take advantage of Route 287, the service road and the Route 7 Bypass. This area is a critical “gateway” to Purcellville.

Therefore, new structures and uses should be visually appealing and designed to incorporate significant landscaping and open space. Since these uses will most likely be automobile oriented and highly visible, the policies include recommendations about how to screen parking, storage, and warehousing facilities from view of major roads and how buildings should be oriented.

Non-Residential Development Policies and Design Guidelines

1. The existing Town of Purcellville will be the preferred location for new retail commercial development. Therefore, retail commercial centers in excess of 10,000 square feet of gross leasable area will not be permitted in the UGA (see neighborhood commercial center policies, p. 36).

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2. The County and Town will consider non-residential rezonings in the UGA in areas designated for non-residential uses as illustrated in this plan (see Figure 8, p. 33).
 3. Areas designated for light industrial uses may include such uses as flex-industrial uses, warehousing and indoor storage facilities, light manufacturing, assembly and distribution facilities and other similar uses. Outdoor storage areas and warehouse uses shall not be visible from the Route 7 Bypass or Route 287.
 4. Areas designated for light industrial and office use shall be predominantly office uses; however, these areas may include uses such as flex-industrial uses (similar to the County's flex-industrial standards in the County Zoning Ordinance), local and regional offices, research and development facilities, conference centers and other similar uses. Warehousing and outdoor storage will not be permitted in these areas.
 5. Requests for non-residential rezoning and special exception uses in designated areas in the UGA will be evaluated based on the following criteria:
 - a. Sewer and water service and other necessary public utilities are available or obtainable to serve the site;
 - b. The development proposal addresses issues such as parking, stormwater management, landscaping, setbacks, pedestrian access and contributions for fire and rescue services;
 - c. Roads serving the development can handle increased traffic volumes and/or the developer assists in offsetting on and off-site traffic impacts attributable to the development (see transportation proffer guidelines, p. 66);
 - d. The property has direct access to a collector or arterial street without requiring travel through a residential neighborhood;
 - e. The site is designed to minimize the effect of parking, signs, lighting, waste storage, and loading on surrounding areas;
 - f. Loading docks, storage areas, and warehousing should be oriented so that they are not visible from the Route 7 Bypass and Route 287 or are screened from view by landscaping, berming, fencing or other appropriate material;
 - g. To the greatest extent possible, office developments should be

designed to cluster buildings in a traditional development pattern with a unified architectural scheme, so that the buildings, not parking areas, are the most visible and prominent feature of the development. Where possible, parking should be located to the rear of the buildings. Landscaping, setbacks and other open space should be an integral part of the overall development plan;

- h. The scale of the proposed development and buildings should generally be compatible with the scale of the existing Town and surrounding uses. New non-residential development should complement and enhance the character of the Town to the greatest extent possible.
- 6. Ancillary commercial uses which exist essentially to serve the employees of an office or industrial park development (such as office supply stores, printing shops, daycare centers, non drive-thru food establishments), may be permitted to locate within these developments provided that such uses are located within buildings that house office or industrial uses. These commercial establishments will be reached by means of the entrances and roads serving the employment park developments. Additionally, the County and Town will strongly encourage that the hours of operation for these service establishments coincide with the hours of operation of the employment activities within the office/industrial park development.

G. Economic Development

New jobs and housing in the Purcellville UGA will generate additional support and clientele for existing retail establishments in the Town. However, since retail development is often a component of a residential development, there may be pressure for retail development in the UGA. The viability of Purcellville's downtown is a significant concern to local businessmen and Town residents. The potential for strip commercial development along Route 287 and the Route 7 Bypass has also been a concern to area residents.

Commercial centers are often viewed as important and lucrative components of modern residential communities. This is especially true in undeveloped areas where self-contained communities frequently exceed 500 acres in size. The commercial centers become community focal points. The Purcellville UGA is different, however, because the existing Town already serves as a focal point providing a variety of civic and commercial services.

It is the desire of the Town and the County that the Town continue to function as the focal point for new development in the UGA. Therefore, the commercial policies for the UGA reinforce the use of existing commercial centers by severely limiting commercial development in the UGA. The

policies also recommend the use of a variety of incentives to attract new business to the area and to bolster the Town as a center for tourist facilities.

Economic Development Policies

1. The County and the Town will support the viability of existing commercial areas in the Town.
2. The Town and County will work together to attract new businesses to the Purcellville area by offering a variety of economic incentives to prospective employers. Such incentives may include, but not be limited to, priority allocation of public utilities, fast tracking land development application review, and waiver of certain taxes. Appropriate incentives will be determined and implemented on a case by case basis.
3. The Town and the County will make a special effort to attract businesses to the UGA that can take full advantage of Purcellville's unique locational amenities for certain users. Uses that are particularly appropriate for the area include agriculturally related businesses, light manufacturing uses, flex-industrial uses, offices, research and development facilities and storage and distribution facilities.
4. The Town and County should encourage agriculturally related businesses to locate and continue in the UGA in partnership and in support of other economic development. Small scale farms and alternative agricultural operations should continue in the UGA to the extent that these activities further economic development goals related to economic diversification, business and tourism.
5. The County and Town should encourage activities which promote tourism in the UGA. To this end, the County and Town will support activities in the Central Business District that attract and meet the needs of bicyclists using the W&OD trail. The County and Town will also encourage the development of hotel/motel facilities in conjunction with a conference center in the UGA. Such facilities should be located in an area designated for non-residential development.

